

Statement: CS11.01

Cabinet – 6 October 2020

Re: Agenda item 11 – Revision to the Local Development Scheme and Application of Adopted Local Plan Policy

Statement submitted by: Leigh Coghill

There have been 17 separate applications for large new digital advertising screens in Bristol since August 2019. We thank the council for rejecting every single one of these applications. We recognise that the council shares our concerns about the scale and intensity of applications for digital advertising screens in our city. A specific policy on digital outdoor advertising would strengthen the council's position. It would help avoid the significant time spent by members and officers in assessing and rejecting these applications on a case by case basis, and act as a deterrent to companies relentlessly dragging the council through unsuccessful but time consuming appeals. We hope to see a policy adopted in the new Local Plan (and note that a large number of respondents to the consultation asked for such a policy to be adopted). What provision is there to guide officers and councillors on planning decisions on digital advertising screens in the interim?